

May 14, 2010

To Whom It May Concern:

Re: Leitmotiv and Alterspark

This is a reference letter for Dr. Brian Cugelman of Alterspark and Eva Otero of Leitmotiv, who were commissioned by Oxfam GB to undertake an evaluation of Oxfam GB's Climate Change Campaign, from November 1, 2009 to March 31<sup>st</sup>, 2010. The evaluation assessed Oxfam GB's ability to influence debates, policies and practices at national, regional and global levels that support a fair, safe, and binding global climate change deal, and featured three case studies (UK, Bangladesh and South Africa).

Oxfam GB has been striving to increase the quality of monitoring, evaluation and learning (MEL) informing our campaign decision-making. In this context, Oxfam GB set out to 'raise the bar' in the complex field of advocacy evaluation through commissioning a comprehensive, evidence-based, independent assessment of its climate change campaign. We were fortunate to find an evaluation team capable of providing this. Ms Otero and Dr Cugelman successfully rose to the methodological challenges of evaluating a large, complex and high profile campaign, and delivered an excellent evaluation which exemplifies the new level of rigor Oxfam GB is striving for in evaluation of our campaigns and advocacy work. We welcomed their rigorous 'mixed methods' approach and the impressive scale of the data gathering (responses from over 150 external and internal informants across 70 organisations).

We worked closely with Dr Cugelman and Ms Otero to ensure that they had access to the information they needed in real time and were able work through issues and sound board problems as needed, and I think both sides found this way of working very effective. That said, they held responsibility for the project throughout, and managed it effectively - we never had to lead them through the process or direct them in any way - and were consistently impressed with their professionalism, their methodological rigour and their analytic skills/ understanding of the critical evaluative issues.

They were very responsive to the different needs of the various stakeholders involved in the project, and worked to ensure the utility of the both the process and product of the evaluation for those involved. Feedback from a variety of stakeholders confirms my own experience that that Ms Otero and Dr. Cugelman were both personable and professional throughout the assignment.

In addition to their professional competence, we found it a real pleasure working with Dr. Cugelman and Ms Otero - they were friendly, open and very easy to work with.

Based on our experience, I have no hesitation in recommending Ms Otero of Leitmotiv and Dr Brian Cugelman of Alterspark for similar assignments in the future.

Yours sincerely



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Programme Performance and Accountability Team

Oxfam GB

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